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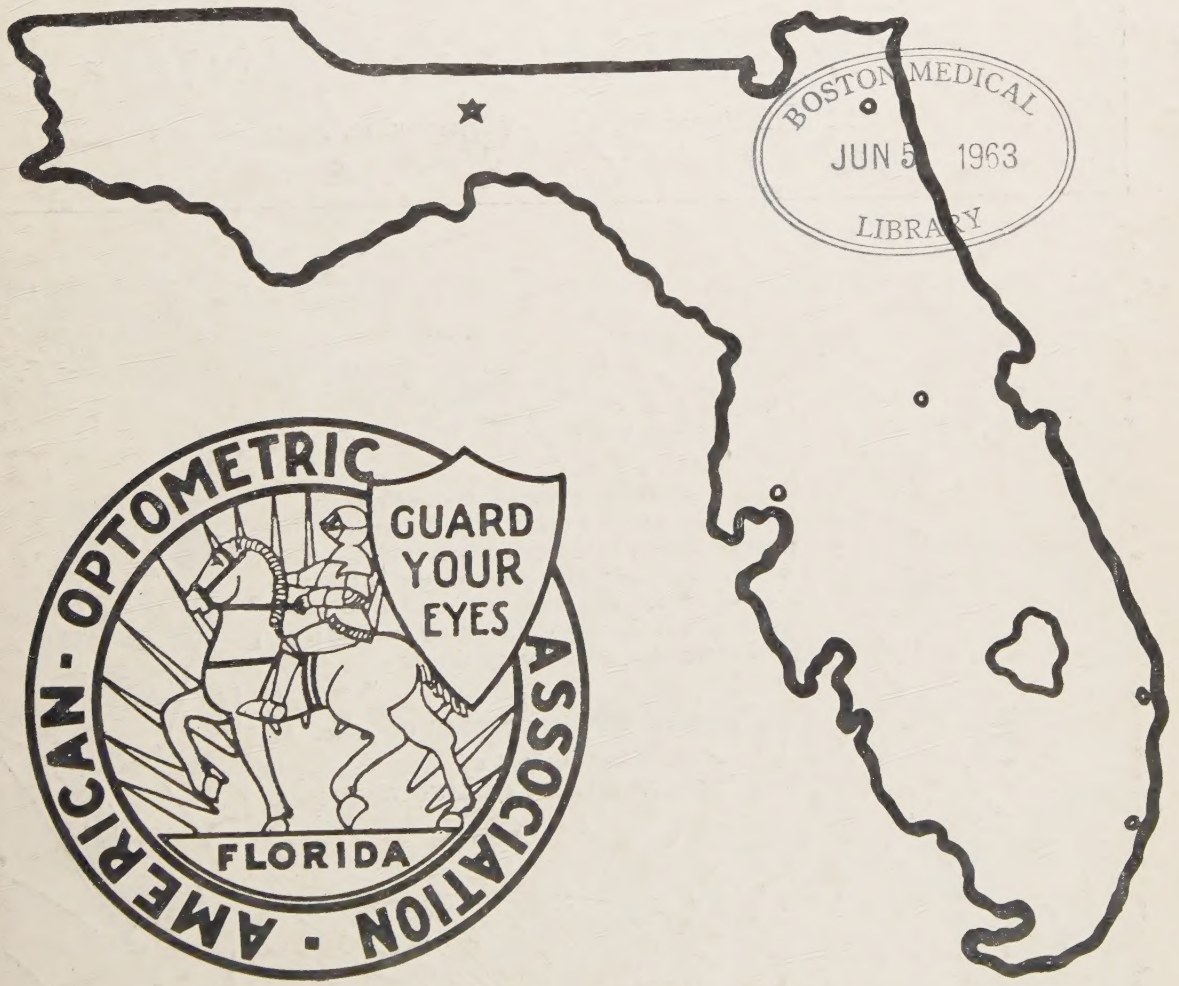
The FLORIDA OPTOMETRIST

VOLUME 3 MARCH-APRIL 1946 NUMBER 8



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The Florida Optometrist

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THE FLORIDA OPTOMETRIST
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The Florida Optometrist is published with the view of advancing the welfare of Optometry in Florida. The editors will appreciate your comment and suggestions. Manuscripts and correspondence should be addressed to the editor, Dr. R. Hilton Pemble, 408 Hall Building, St. Petersburg, Florida.

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EDITORIAL

The modern optometrist spends four years in college, he is NOT "selling glasses" but rendering professional service. So great is the power of habit, and "grooved thinking," that even today, many ground floor optometrists who are truly attempting to render real and adequate professional service . . . try to do so against a "business background." They still think they must have a window display of eye glasses, cases, bottles or lens cleaner, signs, etc., or they will be forced out of "business." They will tell you, how can they compete with the "price advertising," chain, jewelry and department stores, unless they display eyeglasses.

It will be a great shock for such optometrists to shuck off at once and completely all such merchandising symbols. Your committee knowing this, advises such men to drop each merchandising symbol, one at a time. The blow will be greater to the optometrist's nervous system than it will be to his patients. The first step should be the ELIMINATION OF THE DISPLAY WINDOW. Convert your store window into an office window and check the resultant "loss' of patients the first month, the pleasant surprise follows that there is no loss but a GAIN.

After you have removed your display windows, again brave financial obliteration and

(Continued on Page Six)

Spatial Organization
A New Horizon For Optometry

Harold H. Siegel, O. D.
Grand Rapids, Michigan

There has been much discussion and some misapprehension about the new concept of visual space perception. Dr. Ann Sutton Nichol's mirror training and spatial reorientation is the outgrowth of sound basic teachings in gestalt psychology. Noted authorities such as Koffka, Kohler, Wertheimer and Renshaw have definitely proven that vision is a dynamic organization of field forces, and that behavioral seeing is a composite organization of many composite forces into an integrated, well balanced, coherent whole that will stand the attack of the physical sciences since this whole has quantity, quality, direction, constancy, form and shape.

To understand, apply and evaluate mirror training, we must discard the premise that only the relationships between accomodation and convergence in the organismic visual behaviour pattern is involved. Progressive optometrists must realign their thinking to incorporate the forces of accomodation and convergence as only one of the many forces that make up the new dynamic organization visual behaviour.

In order to obtain a more clear, concise picture of this new concept of spatial reorganization and its application to mirror training, we shall proceed step by step from the fundamental factors involved to the complete organized picture.

Firstly, perceptual seeing or that intangible application of the interpretation of the mind to seeing can easily be resolved into physical forces.

When we look at anything in our visual environment certain objects have significance, or importance, and their significance or importance is derived from their relationship to their background. This significant stimulus has been called figure and its background, ground. Figure maintains its importance only because it is composed of dense, complex, well organized, compact, coherent forces that are strong enough to isolate themselves from the inhomogeneous, weak, loose forces of an electrolytic nature that respond to define and organize these forces into a simple, organized whole where the displacement of these forces or energies reach an equilibrium of minimum energy value and simplicity of shape.

A drop of water travelling through space is an excellent example of this organization of forces. The forces in the drop and at its surface are greater than those of air and they resolve into the shape of a drop the forces within the drop being greatest retain their coherence and simplify into a minimum energy displacement with a simplicity of shape, namely, ovoid. It is to be remembered that this organization is a result of forces applied and if we were able to obtain a graphic picture of the distribution of energy forces in the brain when we looked at an object, a somewhat similar picture would present itself. However, there are other forces in our visual environment that are effective in spatial organization that color this composite and that operate simultaneously.

These other forces are responsible for depth or tridimensonality. We know that patients with congential cataracts upon recovering sight for the first time report that their spatial world at first is confined almost to their noses and as orientation progressed their space world receded further and further away from them.

A quick, basic conclusion can be derived from this impression. Space and greater depth of space is a complex learned process where many forces derived from various figure grounds in the environment operate simultaneously and resolve themselves into organization of depth. Of course, it is more than that, for various distance in space gives rise to different types of organization and these forces are not of the same nature as figure ground forces and also the ego, or inherent forces, within the individual all color this organization of forces of space. Space framework determines position of objects and their relative size and shapes and so, conversely, different object size, shape or position will influence this complex, composite organization of forces called space. It is to be remembered too, that accomodation and convergence are absolutely necessary as forces in their organization of space, for even in simple mosiac, without accomodation and convergence, the white background approaches

(Continued on Page 6)

What Does Optometry Mean To You?

By Ralph Barstow
Optometric Extension Program
Duncan, Oklahoma

The gravest danger anyone meets in life—and this is particularly true of professional men—is that because of the deadening effects of daily routine he fails to renew his sense of the meaning of his life work.

Obviously, a life without work of some kind, is mere vegetative living; it has no significance and no use.

The desire for significance, for recognition—for the feeling that we are needed by others—is one of the fundamental psychic demands of life. Yet, how often do we take stock of ourselves to make up a balance sheet of our work to see where we stand?

Bluntly, what does the profession of optometry mean to you?

Although the profession is young, in terms of the calender, yet it inherits from a long line of research. What we call "optometry" today had its origin in human suffering, inefficiency and distress. Long before modern civilization made its exacting demands on the mass of people, there were thousands who were unable to adapt their visual mechanisms to the tasks and environments that surrounded them.

We can only imagine the number of people and the number of expedients and concessions that were tried before studies in physics and optics began to indicate a pathway to relief.

Perhaps we do not realize that our roots go very far back in human history to ancient Arabia, Egypt and to Greece. Although many of the hypotheses of those days have been discarded, they were the first steps toward an understanding of the visual act.

Every technique and modality you possess today is a survivor of millions of experiments, some of which were fruitless, but others led onward to bettered comprehension.

It would be both safe and conservative to say that 5,000 years of history are tied up in your present proficiency. For you, Huyghens, Newton, Faraday, Maxwell, Tscherning, Helmholtz, Gullstrand and Franklin, to name but a few made their studies, researches and inventions—for this great company of investigators, little by little, familiarized us with now one and then another property and function that led to the common wealth of optometry as we knew it when first it got its name and separate position. Since that time the stream of our knowledge has been even more greatly enriched by the work of the neurologists, psychologists and educators, who carried on from the purely physical and anatomical aspects of seeing, into its functional and operative qualities of which we make so great a use today.

All this has been bestowed on you, not for your own advantage and enrichment, but to the end that you, through your profession, may serve humanity. To quote Cicero, "There is nothing in which man so appoaches the God as when trying to give help to other men."

A patient who invests the care of his eyesight and thus the preservation of his ability to make a living to enjoy that living and to preserve him safely has a right to expect that you have done all in your power to qualify yourself and that you will give him the best service that has been developed within your profession. So far as you fail in this, you defraud him and dishonor your profession. There is no duty more incumbent on you than to keep abreast of the progress of optometry and avail yourself of its constantly developing techniques and modalities. He who rests and ceases to grow soon becomes a milestone passed by others who look back only to calculate their advance!

Your formal schooling that made possible the securing of your license to practice, did, for you, all that could be done. Since that time your growth should have been even more rapid, for the great school of experience, the demands of suffering patients, etc., have or should have called forth, not only the exercise of what you were originally taught, but what you have garnered since.

In a profession, growing as optometry is, there can be no smug resting on one's previous knowledge. To keep pace with the additional services now rendered by optometry, each practitioner must study alone, study in groups and seek every opportunity for information from teachers and lecturers.

Diversified Program Planned

Those members of the A.O.A. who attend the 49th Congress in Pittsburg on July 7, 8, 9, and 10 are going to participate in a program outstanding for its diversity. The program of education, entertainment, and sightseeing will equal, if not surpass, any other A.O.A. Congress.

Commanding attention in the optometric profession at the moment are Contact Lens Fitting and Vision Training. The Education Committee, appreciating this interest, has selected these subjects for the educational features, and will have prominent authorities in these fields present their views. We can already present to you such names as Dr. Marguerite Thoma Eberl, Dr. Fred W. Brock, Dr. Ewing Adams, and Dr. William Feinbloom.

While the business of any congress is of the utmost importance, time for relaxation must also be considered; so for those hours away from business, there will be something of interest to do at all times. The inaugural feature will be the reception to Dr. Ezell, our National President, which will be held on Sunday night. There will be the evening fun at the Jamboree and the O.E.P. Dinner.

The William Penn Hotel is unique in its facilities for holding a Convention or Congress. The whole of the 17th floor, approximately an acre, is arranged for that purpose. On this floor are rooms and holls in which all of the convention activities can be housed. On this floor, also is a large and beautiful banquet hall in which the annual Banquet will be held on Wednesday night. The banquet is, of course, the outstanding social event of all congresses. At this one, there will be many features that will cause those attending to remember it always.

Even though all plans are in the initial stages, you may be assured that you will see a most attractive array of exhibits. Here, again, the William Penn Hotel shines, for the rooms are excellent for display arrangements. It is already known that there will be an unusual large number of exhibits. More about that later, but better still . . . Come and See!

The committees for the Congress are now being chosen, and will be announced in the near future.

The A.O.A. members should be out in full force, at this, the first full-fledged congress in four years to learn about what the A.O.A. has been doing for you, for the educational topics under discussion . . . and for the fun of it, too.

SOUTHEASTERN EDUCATIONAL CONGRESS OF OPTOMETRY

Tampa, Florida—January 27, 28, 29, 1946

GENERAL CHAIRMAN—REPORT

Total Optometrists Registered		152
Total Supply House Representatives		30
Total Ladies Registered		63
Total Registered		245
Total Registration Fees and Extra Banquet Tickets Sold		$2425.00
Total—Others Collected		850.00
Expense—Speakers	$ 840.07	
Ladies Entertainment	231.10	
Tampa Terrace Hotel (Banquet, music entertainment, tips, flowers, etc.)	1142.50	
Administrative Expenses of Committees (Programs, entertainment, general)	134.03	
Incidentals	9.25	
Bal. Cash on Hand	918.05	
Total	$3275.00	$3275.00

Check No. 13 to balance—$918.05.

STATE CONVENTION

of the

FLORIDA OPTOMETRIC ASSOCIATION

June 30-July 1, 2

1946

President Madison Hotel

MIAMI BEACH

The State Board of Optometry will examine on the four days preceding the opening of the convention.

Program arrangements are progressing nicely and the convention promises to be one of the best ever held, both from the standpoint of buiness sessions and entertainment.

Sketch of Dr. Reichelderfer

Dr. Wayne Reichelderfer

Dr. Wayne Reichelderfer was born in East Peoria, Illinois March 14, 1912. He moved to St. Petersburg in 1925 and graduated from St. Petersburg High School in 1930. He attended Northern Illinois College of Optometry and graduated in 1933.

For several years he was associated with Dr. Bumpous and in 1935 took over his present office in the Florida Arcade.

Dr. Reichelderfer was President of the Florida Optometric Association during 1944 and 1945 and he is a member of the O.E.P. Past Master of the St. Petersburg Masonic Lodge. He is a member of the Exchange Club and the St. Petersburg Junior Chamber of Commerce.

For sports he flys some, rides horseback, bowls and plays golf.

Dr. Reichelderfer married Virginia Turner of St. Petersburg and they have two children. A son, Ronald and a daughter, Terry.

Ed. Note, It is the plan of your editor to revive the publication of a biographical sketch in each issue of the Optometrist. Your help in furnishing material will be appreciated.

Feinbloom Contact Lens

The first public showing of the Feincone plastic contact lens which can be mass produced, fitted and worn as easily as ordinary spectacles, will be held during the First Annual Plastics Exhibition in Grand Central Palace beginning today.

Developed by Dr. William Feinbloom of New York City, a pioneer in the use of plastics for optical lenses, the new lens will be on exhibit in the Rohm and Haas booth during the entire week of the plastics exhibit.

The new contact lens, which is named after the inventor, has been presented before several professional societies in Boston, Buffalo and Denver where Dr. Feinbloom predicted that more than 30,000 nearly blind persons with corneal scars will be restored to useful sight with the newly invented contact lens.

Based on the principal of a cone-shaped surface resting tangent to the eyeball, the tangent contact of the lens forestalls all irritation. when filled with water solution and inserted under the eyelids, the new lens irons out the corneal irregularities formed by the scars — scars caused by the war or other injuries or by eye diseases.

Dr. Feinbloom reported that such persons with newly restored sight will wear their contact lenses throughout the working day with no discomfort.

Another advantage of the new lens is that it eliminates all guesswork from the fitting and the wearing of contact lens.

In contrast to the old type of lens which "fit like a glove," and necessitated taking a mold of the eyes, together with the monotony of 10 to 15 fittings, the Feincone lens eliminates taking of a mold and can be applied in one or two fittings.

Unbreakable and more transparent than glass, the lens dissipates all forces acting on the eyeballs as it moves, keeping them from the eye and eliminating friction.

These lenses have also been used to replace ordinary spectacles by such personalities as Paul Sarringhaus, Ohio State football star; and by leading Metropolitan Opera stars, such as Jan Peerce, Patrice Munsel, Conrad Thibault, Lansing Hatfield, and others.

Assorted sizes of the lenses can be mass produced easily and only the tiny lens at the apex needs to be individually prescribed.

Spatial Organization

(Continued from Page 2)

and when these function are exerted, the background recedes into space.

The vital point in this complex organization of space is the fact that changes of image size with lenses therefore reorganize the forces of space into distortion and stress since size, shape and position of objects are intimately tied up with framework and space. Since accommodation and convergence areas are necessary to resolve the forces of spatial organization into simplicity and equilibrium stress and distortion of spatial forces produce stress and distortion in the functions of accommodation and convergence or in the words of the Optometric Extension Program, "changes of fatigue threshold in the organismic patterns of accomodation and convergence." Reorganizing the distribution of spatial forces to their normal simultaneously changing the ego concept of changed image size due to application of lenses back to normal image size in relation to space through organization of ego forces produces new posturing of muscles and alteration of myopia and hyperopia.

Fortunately many myopes and hyperopes reorganize the forces of their spacial world back to normal in spite of the fact that minus lenses change posture as though objects were removed in and plus lenses as though objects were moved out and through organization of the forces of the ego maintain constant normal image size in spite of changed image size on the retina with plus and minus lenses.
This results in normal spatial organization. These are the patients with the "comfortable eyes." If the individual is uncomfortable but maintains proper spatial organization visual training of a physiological nature will restore equilibrium and achievement. This can be checked by proper sterograms. However if the sterogram manifests spatial disorganization, reorganization of the space world is absolutely essential before any physiological visual training is administered.

SPECIAL NOTICE TO I. B. B. MEMBERS

Plan to be in Pittsburgh on Saturday—July 6th . . . One day ahead of the Congress! The I.B.B. will meet from July 6-10th, and the first meeting will be held on Saturday at 2:00 P.M.

EDITORIAL

(Continued from Page 1)

remove your outdoor neon sign. Replace same with a neatly lettered plate, followed by the one word "Optometrist" and NO OTHER fancy or assumed title, or trade name, or slogan. Again no loss will follow except that of a few pestiferous "shoppers."

Your next move is to eliminate completely all merchandise displays within the interior of your office, such as show cases, fitting tables, and advertising of any brand or kind of lens, frame or other optical material. Remove all wall signs of any nature except your diploma and registration certificate. Now clean your office from stem to stern, dress yourself, associates, and office assistant in clean and neat white linen uniforms and watch the results. Keep your person, your hands, your breath, beyond reproach.

Only when your practice is conducted on this basis will you find how many worthwhile patients the other man lost. TRULY, IN OPTOMETRY, AS IN ALL PROFESSIONS, THE CONFIDENCE OF THE PATIENT IS EVERYTHING. If your work was right but if you did not have an office environment to win the patient's confidence, you will probably never see him again.

A.O.A.—Professional Standards

TALLAHASSEE

Sgt. Judson Chapman, who holds three battle stars for European Campaigns, has returned to civilian life. He is the son of Mr. and Mrs. J. V. Chapman of this city.

Sgt. Chapman served for 18 month in the European theater and saw action during the Battle of the Bulge, the Rhineland and Central European campaigns.

He and his wife, the former Delyne Moore of this city, will leave for Chicago in June, where he will enter the College of Optometry.

Prior to entering the service he attended the University of Florida.

Dr. W. A. Larimer, Panama City optometrist, who has been conducting a part-time practice in Bonifay for the past two years, moved to Bonifay Saturday, March 23, and opened a permanent office in the Lindsay building there. Dr. Larimer attended the University of Florida and is a graduate of Northern Illinois College of Optometry, Chicago. He has been associated with Dr. G. T. Newberry in Panama City for the past four years.

AMERICAN OPTOMETRIC ASSOCIATION, Inc.

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DEPARTMENT of ETHICS and ECONOMICS — DIVISION of PROFESSIONAL STANDARDS

for Publication in State Magazines Exclusively

Optometrists Consume Ophthalmic Materials

When glasses are prescribed by an optometrist, the material consumed in making the glasses, interprets his findings.

Lenses, temples, frames, mountings, and centers, represent the materials that an optometrist usese to correct a visual condition, just as artifical teeth, porcelain, plastics, gold and silver represent the materials that a dentist uses to correct an oral condition.

Glasses that are especially prescribed for an individual by an optometrist, cannot be classifed as a commodity, any more than a denture prescribed by a dentist could be classified as a commodity.

Optometrist render professional services. Professional knowledge, skill, and time are required for an examination and refraction, whether it is visual training or a prescription for glasses. The fee an optometrist charges for his service includes the cost of material consumed, when glasses are prescribed.

A.O.A. Professional Standards

New Definition Set for Optometrists

All credit to A.O.A. President Ezell and Vice President Babcock, as well as their able assistants, on their success in securing a revision of the definition of optometry in the "Dictionary of Occupational Titles," the "Bible" of the United States employment offices and personnel offices of industrial plants, and vocational guides. The new definition is:

OPTOMETRIST—One skilled in the art and science of visual care: who examines eyes; refracts (without the use of drugs); investigates visual skills, performance, and achievement; makes visual analysis; prescribes visual aids (including contact lenses and telescope spectacles); adapts lenses; and gives training for the rehabilitation of visual performance. The professional education of optometrists includes: ocular anatomy, physiology, ocular pathology, psychology, physics, mathematics, geometric optics, mechanical optics, physiological optics, theoretic optometry, and practical optometry. Every state and the District of Columbia requires a license to practice optometry, which is issued only after successfully completing the foregoing professional courses and passing the required State Board examination.

A.O.A. Professional Standards

Four Steps Necessary to Conduct a Professional Office

A. Elimination of display windows.

B. Remove fitting tables, counters, and display cases from reception room.

C. Eliminate fancy or assumed titles, trade names, or slogans. Use only the word "OPTOMETRIST".

D. Remove outdoor sign. Replace with dignified name plate.

A.O.A. Professional Standards

SHURSET'S Sixth Birthday

Since March 15, 1940, over SIX MILLION Shursets have been produced to meet an ever increasing demand.

Now, after SIX YEARS of phennomenal growth, the demand for Shurset is becoming greater day by day.

PROOF, INDEED, that Shurset's stylish yet rugged construction; with its six million times proven principle of two-point lens suspension, will continue to make it

AMERICA'S MOST POPULAR RIMLESS MOUNTING

SHURSET RIMWAY FUL-VUE

by Shuron

OPTOMETRY'S FUTURE

Dr. Irwin A. Conroe, Department of Eucation of New York, speaking before the Public Health Bureau of the New York State Optometric Association, placed before the profession the following outline for use in charting Optometry's future:

1. "That there be mutual good will established among the practicing officers and among the Optometrists themselves. To achieve this goal, all of us should remove first the beam form our own eyes before undertaking to remove the mote from our neighbor's eye.

2. "That the public become convinced of the service of Optometrists and the service of the profession. This cannot be achieved until every practitioner of Optometry places sufficient importance upon his professional services and manifests that he is practicing a profession, and not operating a trade.

3. "That Optometrists work closely together in harmony and professional fellowship, and for the welfare of the profession and the public generally. This means that each Optometrist learn to put the welfare of his profession and his patients before economic gain.

4. "That Optometrists in every way and in far greater numbers interest themselves in scientific professional advancement. Only by increased activity, by the rank and file of Optometrists in scientific research, leading to improvements in professional skill and knowledge can the profession be side by side with other professions. To stagnate is to die.

5. "That leaders of the profession produce for public scrutiny and criticism a constructive program of far reaching objectives and plans for making that program effective. United, unified effort for a common cause, decisive, concerted action, dignified and visionary; confidence in its own leaders, and ability; these are essential to Optometry.

6. "That Optometry must meet fairly and clearly the problems before it, through education if you please; through legislation, if necessary; through regulations, if they seem to be the order of the day; or through other channels, or any combination of channels. And this means, honestly attacking at their sources, cankers and diseases—eating at the root of your profession.

7. "That Optometry undertake its mission with confidence in its own ability, and with a sufficient initiative to do the job without artificial stimulus."

TALLAHASSEE

Governor Millard Caldwell issued a proclamation designating March 17 through March 23, as "Sight Conservation Week" and called on all citizens of the state to "devote particular attention to the important of conserving vision and employing safeguard and corrective measures." The Governor pointed out that 75 percent of all blindness is preventable by proper eye health, industrial safeguards and other preventive measures. Since one out of every 500 of Florida's 395,698 school students is a partially sighted child, needing special educational facilities, the Florida Council for the Blind, in cooperation with the State Department of Education, sponsors Sight Conservation Week to stress prevention of blindness in the schools and currently is carrying out a state-wide campaign to locate school children with eye defects and have them corrected.

Surveys show that the rate per capita of blindness in Florida is among the highest in the nation, M. Robert Barrett, executive director of the council, with headquarters in Tampa, pointed out, "The conservation of sight is thus the social, industrial and patriotic responsibility of every citizen."

TALLAHASSEE

DR. GARVIN OPENS PRACTICE IN TALLAHASSEE

Dr. R. C. Garven, former naval officer, has announced he has opened offices in the Capitol Square Building to begin the practice of optometry here. Prior to the war he practiced optometry in Jacksonville.

He was separated from active service Jan. 4th, in the rank of lieutenant junior grade. He saw service in the Pacific theater and holds the American theater ribbon, Victory Medal ribbon, and Asiatic-Pacific theater ribbon.

He makes his home at 504 Beverly Court with his wife and three year old daughter.

ATTEND

the 49th Annual Congress
of the
American Optometric Association
July 7-11
Pittsburgh, Pennsylvania

"BETTER THINGS FOR BETTER VISION IN 1946"

Confidence—

A good name in which the Profession has faith comes only after years of conscientious service and respect for professional prestige. **TITMUS** has been rendering that type of service for more than 38 years. When you specify **TITMUS PERFEX** on your prescriptions, for single vision lenses and also bifocals, you do so with the confidence you are providing your patients with ophthalmic lenses of the highest degree of perfection and effectiveness.

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54. Ingram, J. L. — Pensacola
55. Jordan, M. E. — Avon Park
56. Keene, J. H. — Miami
57. Keene, John R. — Orlando
58. Keene, J. W. — West Palm Beach
59. Keene, L. H. — Miami
60. *Kessler, Paul M. — Orlando
61. Kennedy, W. C. — Sarasota
62. Kitchen, A. S. — Clearwater
63. *Kruse, John E. — Eustis
64. Knerr, C. J. — Penna.
65. Laxson, B. W. — Orlando
66. Larimer, W. A. — Panama City
67. Littleton, Nita D. — Bradenton
68. Lombard, L. E. — Miami
69. *Loomis, J. E. — Daytona
70. Lowrey, Earle S. — Orlando
71. Lyons, Geo. E. — Tampa
72. McClamma, H. S. — Lakeland
73. McEwen, R. K. — West Palm Beach
74. McRill, P. A. — Ft. Lauderdale
75. Mandaville, G. L. — Ft. Pierce
76. Mathes, F. L. — New Smyrna
77. Mayer, L. B. — Sarasota
78. Martin, J. C. — Ybor City
79. Moore, Tom — Tallahassee
80. *Moore, W. E., Jr. — West Palm Beach
81. Morqus, J. M. — Arcadia
82. Morton, W. H. — Gainesville
83. Newberry, G. T. — Panama City
84. Newberry, W. D. — Marianna
85. Nichelson, H. B. — Miami
86. Norman, Sidney L. — Ft. Lauderdale
87. Payne, J. E. — Marianna
88. Pemble, R. H. — St. Petersburg
89. *Persons, Chas. L. — St. Petersburg
90. Porterfield, H. A. — Tampa
91. Poulton, R. E. — Jacksonville
92. Ramsdell, L. H. — Orlando
93. Reeves, H. F. — Tampa
94. Reichelderfer, Wayne — St. Petersburg
95. *Reicherter, C. L. — Panama City
96. Roddy, L. A. — Tampa
97. Riles, C. C. — Jacksonville
98. Ryer, R. L. — Lakeland
99. Sawyer, H. A. — Jacksonville
100. Safra, M. J. — Miami Beach
101. Shumacher, S. B. — Jacksonville
102. Sanchez, J. C. — Key West
103. Smith, C. L. — Jacksonville
104. Smith, H. H. — Orlando
105. Sanderson, W. E. — Kissimmee
106. Seymour, F. J. — St. Cloud
107. Stebbins, B. F. — Miami
108. Shane, Max — Jacksonville
109. Smith, M. B. — Miami
110. *Sullivan, L. F. — Miami
111. Stebbins, L. W. — Miami
112. Stebbins, Thos. A. — Miami
113. Tate, A. H. — Miami
114. Tilley, Reade F. — Clearwater
115. Tumlin, L. A. — Miami
116. Vance, A. S. — St. Petersburg
117. Vance, Anastasia — St. Petersburg
118. Wiehe, K. J. — Ocala
119. West, K. J. — Daytona Beach
120. Wright, Marshall — Orlando
121. Williams, John C. — Ocala

* 16 in service; 107 paid memberships.

OPTOMETRIST LOCATES IN DELAND

Dr. Arthur T. Chalmers, Optometrist, is coming to DeLand to locate and has already taken an office in the Barnett National Bank Building.

Dr. Chalmers is a graduate of the Southern College of Optometry in Memphis, Tenn. He is a native of South Carolina and practiced a short time in Columbia after his graduation. He moved then to Pensacola where he was in practice for three years prior to 1944 when he entered the Navy and served until last week as a lieutenant, junior grade.

Dr. and Mrs. Chalmers have one child.

PANAMA CITY

Dr. G. T. Newberry, president of the state optometry board, spoke to the Kiwanis club on the causes and prevention of blindness.

Dr. Newberry declared that industrial accidents could be cut to a minimum by legislation requiring safety devises, especially safety goggles. Most larger companies are using these now, he said.

One danger from faulty eye-sight is the driver who can't see properly. This could be helped by requiring license applicants to have correct vision tests, said Dr. Newberry.

Dr. Otis Wolfe addressed the S.E. Assn. on March 19th last. His subject covered pathological aspects, particularly recognition and disposition of glaucoma.

Dr. Esther M. Ingram of Winter Haven, Florida recently attended the Grand Chapter Session of the Order of Eastern Star as Grand Escort held April 8-13 in Miami.

To accomodate members of the profession who prefer to have a retinoscope that is fitted with a presbyopic lens, American Optical Company announces that its Macula Retinoscope, if desired, can now be obtained with a presbyopic attachment.

Shuron of Geneva is now distributing an extremely effective miniature brochure on the important subject of the care of ones glasses. In the sixteen well illustrated pages are given suggestions for cleaning, removing, laying down and putting glasses in cases. In conclusion the need of professional adjustment and the importance of "that extra pair" are highlighted. Samples of the brochure together with the prices may be obtained by writing to the Shuron Optical Company, Geneva, New York.

Hygrade Optical Co., Inc.

INDEPENDENT WHOLESALERS

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New York 10, N. Y.

ACCURATE ℞ SERVICE

DISTRIBUTORS OF ALL STANDARD MAKE FRAMES — LENSES AND MATERIALS, OPHTHALMIC EQUIPMENT AND MACHINERY.

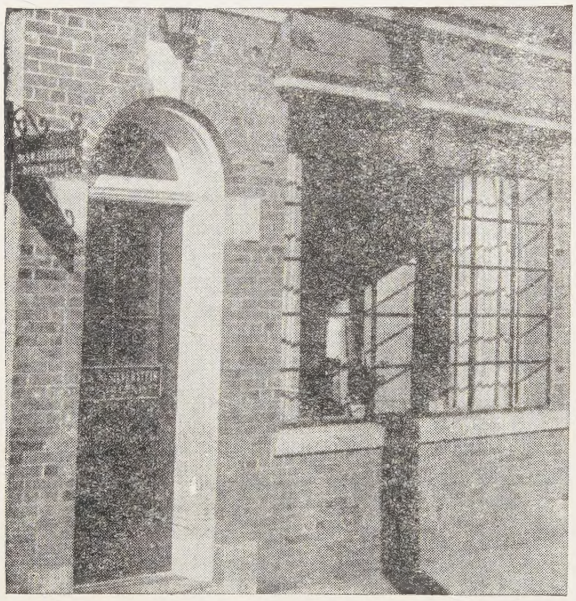
Fastest Growing ℞ House in the East

Quality **Manufacturing Opticians** **Service**

AMERICAN OPTOMETRIC ASSOCIATION

PROFESSIONAL ADVANCEMENT PROGRAM

Department of Ethics and Economics . . . . . Division Professional Standards



PROFESSIONAL OFFICE ON THE GROUND FLOOR . . . Unmistakably, this is a professional office. There is neither window dressing nor commercial display; merely the offer of professional services in a professional setting. It would be hard to find a more dignified and attractive office for ethical practice, or one more likely to secure the unqualified approval of a constantly increasing clientele.

". . . The atmosphere created by this type of office has helped considerably in the further development of my practice and has increased professional collaboration with medical colleagues."

Samuel W. Silverstein, O.D.
Passaic, N. J.

A MODERN PROFESSIONAL RECEPTION ROOM . . . Uncluttered walls, simple, comfortable maple furniture, and an attractive arrangement give this reception room dignity and restfulness. Its truly professional appearance, unmarred by displays, insures the confidence of the patient in the quality of the services offered. Inevitably, it will favorably influence his attitude toward professional eye care and the doctor who provides it.

". . . Every Optometrist can make this change, and . . . benefit from it both financially and professionally."

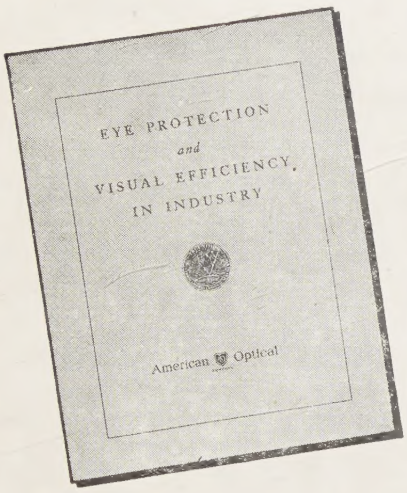
Frank A. Ilg
St. Louis, Mo.

INDUSTRIAL SAFETY & VISUAL EFFICIENCY

On January 1, 1946, American Optical published a printed policy establishing the basis on which the company supplies protective goggles, corrective-protective materials, and screening devices for industrial application.

This printed policy is part of a program developed by American Optical to facilitate co-operative relations between the Ophthalmic Professions and Industry. Copies of this statement incorporating the company's policy have been mailed to Ophthalmologists, Optometrists, and Ophthalmic Dispensers.

In brief, the AO Program for Industrial Safety and Visual Efficiency:



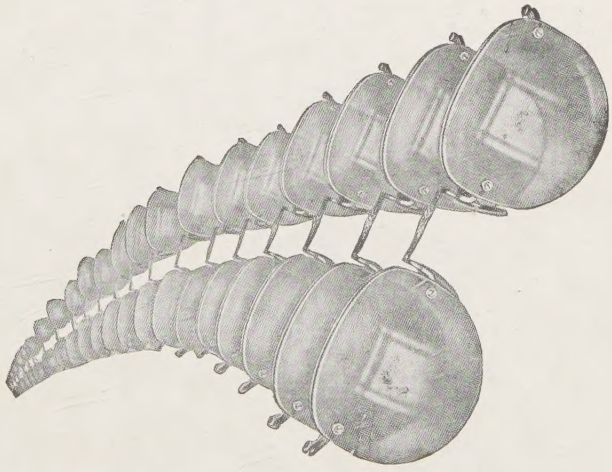
Establishes the concept that the true benefits in industrial eye care are derived from the application of professional and technical eye care services.

Offers a workable plan by which the Professions and Industry can provide a greater measure of visual efficiency and safety to industrial employees.

Presents helpful literature and personal counsel to the Professions as they assume their responsibilities in the interest of better industrial vision.

This AO policy statement deserves the close attention of every interested professional man.

American Optical
COMPANY



MORE AND MORE PEOPLE ARE LEARNING THE MEANING OF STYLE, STRENGTH AND SECURITY AS FOUND ONLY IN SHURSET RIMWAY FUL-VUE.

Central Optical Company

S. W. CORNER ST. EMANUEL & CONTI STREETS — MOBILE, ALA.

We Do
No
Dispensing

J. T. "Pat" Lynn

Prompt
Accurate
Service

The Florida Optical Supply Co.

Announces

The appointment of Mr. J. T. "Pat" Lynn as their Production Manager. Mr. Lynn is well known in Florida through his many years experience in the wholesale optical field. This represents another step in our efforts to render the best service possible to the Optical Profession.

Florida Optical Supply Co.

Offices and Laboratory, City Market Bldg.

Zack and Morgan Streets **Tampa, Florida**

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